

## project 2 - target the audience

**problem** Graphic designers and art directors must understand how advertising sits firmly in the world of strategic communication. A message must have focus so that it delivers information and builds loyalty. Remember, advertising is a business. And remember:

- **If you try to say everything, you'll say nothing.**
- **If you try to talk to everyone, you'll talk to no one.**

You know that visual vocabulary is not just a picture. It's colors, typography, controlling the read, and much more. In order to talk visually and verbally with focus, a creative team must understand the **TARGET AUDIENCE** (aka target market, target demographic). "The focus of marketing effort is people. The goal is to reach a subset of the population who may be interested in your particular product. That group of people is your target market...The term target market is used because that market is the target at which you aim all your marketing efforts. The market you are trying to reach are people with common characteristics that set them apart as a group. The more you know about a target market, the more precisely you can develop your marketing strategy."

-<http://www.smallbusinessnotes.com/marketing-your-business/target-market.html>

**objectives** There are two parts to this project, though both answer to the same objective: to understand how to target an audience. You will also create a design process book.

**part 1 schedule** **STEP 1:** Bring in a magazine that contains the print ad you will evaluate so that Prof. Arnell may approve it. You should have a few options, just in case. You must bring in the entire publication because this also increases students' awareness of the importance of media placement. If your ad is not in the right place, it doesn't matter how great the message is. Try to avoid ads that are for overall brand awareness. Attempt to have something that has more of a feature's benefit and a strategic tactic.

**DUE Wed Feb 17th, 10am.**

**STEP 2:** On **Wed Feb 17th from 10-10:45am**, do preliminary research about the following in class.

Research and fill in the following about the **publication**. Cite your research.:

- Gender:
- Age:
- Income:
- Occupation (if applicable):
- Lifestyle preferences (urban dwellers, music lovers, traditional families, etc.):
- Geographic Segment? (United States, region, city vs. rural, etc.):
- Other:

Research and fill in the following about the **advertisement**. Cite your research.:

- Gender, Age, Income (if different or more specialized):
- Lifestyle preferences (urban dwellers, music lovers, traditional families, etc.):
- Benefit Segment (what benefit will be received from using the product/service/brand): Frequency of Usage:
- Closest product/service/brand competitors:
- Other:

*DUE by 10:45am in class, typed document (not printed).*

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part 1  
schedule  
(cont.)

**STEP 2 (cont.):** From **10:45-11:50am**, students will discuss individual findings and help each other evaluate further regarding the following. Write notes for all of these so that you can prove you were part of these groups when you create the final “book” of progress.

For the product/service featured in the ad, identify the following:

*Strategy & Tactics*

- This ad’s strategy?
- How is placement in this magazine a tactic?
- What other tactics may be assumed from this one ad?

*Features & Benefits*

- Name at least 3 features of this product/service (cite research).
- Name at least 3 benefits for each of these features  
(3 benefits, each with 3 features - some benefits may be repeated over features)?
- Are any of these features being used in the present ad? How?

*AIDA - Attention, Interest, Desire, Action*

Think beyond this one ad. After your research so far, answer the following:

- What gets your attention?
- What part of the brand messages within this category captures your interest?
- At what point and due to what circumstances do consumers feel a compelling desire for the product?
- What are common intended actions that might be relevant to this product category?

*Brief Critique*

- In your opinion, is this ad good in reaching a target?
- In your opinion, is this ad good in its design?
- Is this ad more copy- or visual- dependent or is it a nice combination?
- If it is a combination, is it see-and-say or is it complementary?

**STEP 3:** Include these in the earlier typed document, using either Word or InDesign.

**DUE FRI Feb 19th, 10:00am.**

part 2  
schedule

**Change the target market via explanation and multiple ideas**

Show your evaluations to professor. You will be given a new publication and target for your ad in class on ~~Fri, Feb 19th~~ **Wed Feb 17th**. You will then do the following:

**STEP 1:** Now that you have the new parameters, do any of the following change? Answer any of the following in the same typed document as earlier. Print again.

*Strategy & Tactics*

- This new ad’s strategy?
- How is placement in this new magazine a tactic?
- What other tactics may be used in this new ad?

*Features & Benefits*

- Features should be the same.
- Name any new benefits for each of these features. If there are no new benefits, explain why the earlier benefits are still the best.  
(3 benefits, each with 3 features - some benefits may be repeated over features)?

**DUE by end of class ~~Fri, Feb 19th~~ **Mon, Feb 22nd, 10am**, present to Prof. Arnell for approval**

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part 2  
schedule  
(cont.)

**STEP 2:** Create at least 30 rough thumbnail sketches of your new ad. You may keep the images (if any) in the original ad or find new. You may use the same headline or create a new one. All body copy can be greeked (Lorem Ipsum...). **Product image, logo, and tagline (if applicable) must remain the same. Overall brand positioning must remain the same.** Remember to keep all of these, as this will go into your final design process book. **DUE Mon Feb 22nd, 10am**

**STEP 3:** We will pick your best 3 and create **tight color** sketches. DO NOT USE CRAYONS. You are art students and should be able to get hold of colored pencils and/or paints and/or markers. Trace things as reference if you need help rendering human form in certain angles, etc. **These do not need to be full-size, but should be at least 6 inches in height.** I will be available via FB message or text, so please feel free to ask me for help if you need it deciding which is best. You may also post images to our FB page to ask the class for opinions.

**\*\*\*No class on Wed Feb 24th**

BOTH thumbnail sketches and tight color sketches **DUE Fri Feb 26th, 10am**

You may also begin to render on the computer. However, **DO NOT** overlook the step of tight color drawings. Your skill must be evident for the final book.

**STEP 4:** Render these 3 ads in the computer. They should each be *close to* the level of final art with typography and composition considered. Create the ad at **8in x 10.5in\***.

*\*If your original ad was a half-page or other odd size, create to these specs.*

Include the logo and tagline of the product/service. All images can be FPO (For Placement Only), understanding that you would never claim the images as your own if you didn't photograph them. Try at headlines here, though you may find that your ad doesn't need words. **Due Mon Feb 29th 8am**

**STEP 4 (and a half) > Do in class Mon Feb 29th 8am**

Post your 3 ads as images to FB group. Under each post, students should comment with their choice and explanation of this choice, plus any suggestions or critiques. This is NOT intended to be a true focus group, as many of your fellow students will not fall within your target market. It is simply getting others involved in the creative process. You are too close to your own work.

**STEP 5:** Refine this chosen ad. Make it perfect., but keep digital. Printed work will be contained in Process Book, developed in Step 6. **Be aware of available class time, considering the lectures and exercises scheduled (see below). ALSO SEE STEP 6 AND PLAN AHEAD.** Should be close to finished by **Fri Mar 4th.**

*Some or all of class time on Mon Feb 29th, Wed Mar 2nd, and Fri Mar 4th will cover:*

*Exercise 5 - 7 and Lectures on Copywriting, Headlines, Subheads, Preheads, and Taglines.*

*Any time left over is available for working on your project.*

**STEP 6:** Organize all into a process book. Must create using InDesign. Letter-size, no bleeds, no spreads. Keep single sheets and spiral bind. Perfect craft. Make this portfolio-ready. **Due Wed Mar 9th, 10am, critiques**

*Note: We will begin Project 3 on Mon Mar 7th with sketches due on Fri Mar 11th*

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- materials
- ART3443 binder/sketchbook (remember you must have this and use it only for this class)
  - Advertisement from a magazine. You must supply the entire magazine.
  - Student's advertisement(s) must be created in either InDesign or Illustrator, though its contents may come from any source. All images pulled from the web are understood to be FPO (For Placement Only), but try to acquire high-rez sources. *Also realize that you do not own any images from the web, unless stated to be royalty-free.*
  - Any binding material, ink, and paper costs to create process book.

- evaluation You will be graded on the following:
- Directions were followed accurately with absolutely no errors.
  - Part 1 Evaluations complete and thorough. Research cited to show as much objectivity as possible.
  - All steps to Part 2 completed correctly, answering to newly assigned target market.
  - New ad delivers message clearly while also being aesthetically pleasing (to target market).
  - Process book is complete and clean.
  - Ambition - How much did you challenge yourself? Did you plan your time well?
  - Participation in critique.